

## Message Text

UNCLASSIFIED

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44

ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 AGR-10 /028 W

----- 055995

R 171400Z APR 75

FM AMEMBASSY ASUNCION

TO USDOC WASHDC

INFO SECSTATE WASHDC 4758

UNCLAS ASUNCION 1460

USDOC

E.O. 11652: N/A

TAGS: BBSR, PA

SUBJECT: WTDR, AGROTECNICA ITALO PARAGUAYA S.A.

REF: USDOC 03905

1. ADDRESS: CASILLA POSTAL 1451, RUTA MARISCAL

ESTIGARRIBIA KLM. 6, ASUNCION, PARAGUAY. CABLE:

AGROTECNICA. TELEX: 147 AGROTECNICA ASN. PHONE:

28217. OFFICER: DR. LUIS ANTONELLI, PRESIDENT.

2. MEDIUM SIZE FIRM ESTABLISHED 1967. EMPLOYS 40 OF WHICH 4 ARE COUNTER SALES PEOPLE, 4 VISITING AND TRAVELING SALESMEN, 11 ADMINISTRATIVE PERSONNEL, AND 21 WORKERS. ACTS AS AGENT, IMPORTER, WHOLESALER AND RETAILER OF AGRICULTURAL AND FARM MACHINERY AND RELATED EQUIPMENT, MOTOR TRUCKS, AND INDUSTRIAL EQUIPMENT. OPERATIONS INCLUDE SERVICE AND REPAIR FACILITIES.

3. FINANCIAL REFERENCES: BANCO EXTERIOR S.A., CASILLA POSTAL 824; BANCO PARAGUAYO DE COMERCIO S.A., CASILLA POSTAL 1034; BANCO NACIONAL DE FOMENTO; ALL OF ASUNCION, PARAGUAY. TRADE REFERENCES: SAME S.P.A., 24047 TREVIGLIO, BERGAMO, ITALY; GEBR. CLAAS MASCHINENFABRIK GMBH, POSTFACH 140, 4834 HARSEWINKEL, WESTFALEN, W. GERMANY.

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4. MAJOR FIRMS REPRESENTED: SAME S.P.A., AGRICULTURAL TRACTORS, SINCE 1967; GEBR. CLAAS MASCHINENGABRIK GMBH, HARVESTERS, SINCE 1968; A-G GHERARDI, JESI, ITALY, AGRICULTURAL IMPLEMENTS, SINCE 1968; IMPLEMENTOS AGRICOLAS ROGOWSKI LTDA., CAIXA POSTAL 28, SANTO ANGELO, RS, BRAZIL, SEEDERS, SINCE 1968; ELIAGRO S.A., BALCARCE 355, BUENOS AIRES, ARGENTINA, STORAGE SILOS, SINCE 1968; MARGARIA HNOS. Y CIA., AMEGHINO 582, LINCOLN, ARGENTINA, GRAIN DRYERS, SINCE 1968; MAESTRI, VIA PIACENZA 31, PARMA, ITALY, WATER PUMPS, SINCE 1968.

5. SUBJECT FIRM WAS FOUNDED BY A GROUP OF LOCAL BUSINESSMEN, WHO, WITH THE SUPPORT OF A PROMINENT GOVERNMENT OFFICIAL, RAPIDLY EXPANDED ITS OPERATIONS AND THUS BECAME ONE OF THE LEADING PARAGUAYAN FIRMS IN ITS FIELD. BEGINNING IN 1972, OVEREXPANSION AND THE LOSS OF EFFECTIVE SUPPORT OF THE ABOVE MENTIONED GOVERNMENT OFFICIAL CAUSED THIS FIRM SERIOUS FINANCIAL DIFFICULTIES. IN AUGUST 1974, THREE ENTERPRISING AND WELL KNOWN LOCAL BUSINESSMEN TOOK OVER SUBJECT COMPANY'S ASSESS AND LIABILITIES. THE FIRM MADE A NEW START; APPEARS TO BE DOING WELL, AND IS ADDING NEW FOREIGN REPRESENTATIONS TO ITS REGULAR LINES. AIPSA, AS IT IS LOCALLY ADVERTISED, OPERATES FROM ITS OWN LARGE PREMISES (12,000 SQUARE METERS OF LAND ON WHICH 3,185 SQUARE METERS OF COVERED SPACE HOUSE OFFICES, SALES AND EXHIBITION SPACE, SERVICE AND REPAIR SHOPS) AND IS LOCATED ON THE MAIN AVENUE OF ACCESS TO ASUNCION. THE THREE LOCAL BUSINESSMEN WHO OWN THE COMPANY ARE REPUTABLE AND HAVE SIZEABLE BUSINESS INTERESTS IN CATTLE RANCHING, LUMBER OPERATIONS, DAIRY ENTERPRISES AND OTHER ACTIVITIES. A WELL KNOWN INDUSTRIAL ENGINEER WITH WIDE EXPERIENCE IN AGRICULTURAL AND INDUSTRIAL LINES ACTS AS THE FIRM'S TECHNICAL ADVISER, AIPSA IS WELL KNOWN THROUGHOUT PARAGUAY AND HAS THE MEANS TO PROSPER. IN VIEW OF THE PROVEN BUSINESS EXPERIENCE OF ITS NEW OWNERS, IT CAN BE EXPECTED TO CONTINUE TO GROW. AIPSA CAN BE CONSIDERED AS A SUITABLE TRADE CONTACT FOR U.S. SUPPLIERS.  
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6. APRIL 1975.  
LANDAU

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## Message Attributes

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**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
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